

# DISCOVER MICHIGAN



MICHIGAN.  
PURE OPPORTUNITY.



# MICHIGAN. PURE OPPORTUNITY.

**Investing in Innovation**

**Leading Industries**

**World-Class Talent**

**Pro-Business Environment**

**Quality and Affordable Lifestyle**



Michigan is the smart choice for your business. We are a global leader in advanced manufacturing, transportation mobility, technology and more. Our world-class talent pool includes a multitude of skilled trades, engineering and R&D, among other concentrations. Also, Michigan is in geographic proximity to half the U.S. and Canadian markets, expediting transport and reducing your costs.

An ideal place for business, Michigan is also a great place to live and enjoy. With a low cost of living, including a truly affordable housing market, it's easier to attract top talent. The 3,200 miles of freshwater shoreline, millions of acres of forested lands and more than 11,000 lakes, are proof that Michigan is a natural paradise.

The Michigan Economic Development Corporation (MEDC), our state's lead advocate for business development and economic vitality, is ready to help your company prosper in Michigan. The MEDC offers a spectrum of programs and incentives that can assist your company in making the move to Michigan. Additionally, they can help you locate talent, strategic partners and customers that will grow your business.

Michigan stands ready to be your next home for opportunity. I invite you to learn more about our state and the many opportunities it can offer your business.

Sincerely,

**Gretchen Whitmer**

Governor

# INVESTING IN INNOVATION

## FORTUNE 500 COMPANIES PROSPER IN MICHIGAN

Michigan is home to **16 companies on the Fortune 500 list, including:**

Ford Motor Company (12)	Automotive Manufacturing
General Motors (13)	Automotive Manufacturing
Penske Automotive Group (136)	Transportation Service
Lear (147)	Automotive Manufacturing
Whirlpool (148)	Appliance Manufacturing
DTE Energy (220)	Utilities
Stryker (233)	Medical Device Manufacturing
Kellogg (234)	Food Processing Manufacturing
BorgWarner (301)	Automotive Manufacturing
Ally Financial (303)	Financial Services
Autoliv (321)	Automotive Manufacturing
Masco (366)	Construction Materials & Services
SpartanNash (377)	Food Processing Manufacturing
Auto-owners Insurance (382)	Insurance
American Axle & Manufacturing (418)	Automotive Manufacturing
CMS Energy (440)	Utilities

## MICHIGAN IS HOME TO FOUR UNICORN COMPANIES.\*

Michigan's entrepreneurial ecosystem is reaching new heights of maturity—**Michigan is 1 of 10 states with more than one Unicorn startup.**<sup>1</sup>

- Duo Security
- Rivian
- OneStream Software
- StockX

\*A unicorn company is a technology startup with a valuation of at least \$1 billion dollars.

SOURCE:

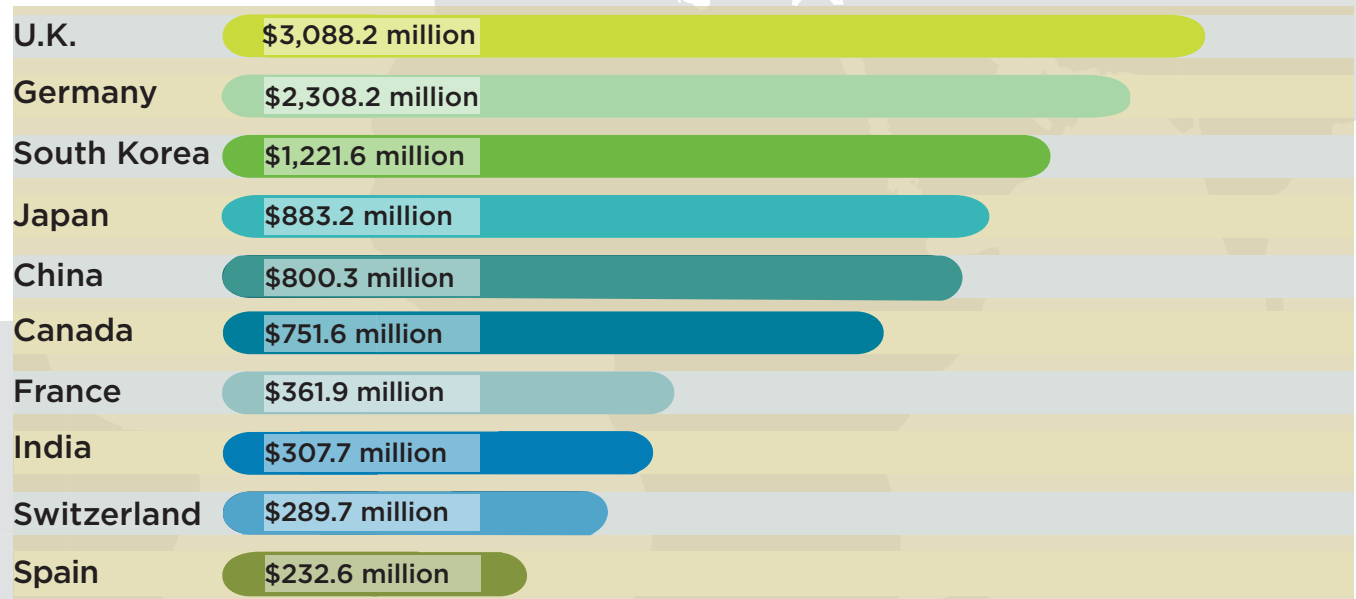
1. Bamboodetroit.com

# FOREIGN DIRECT INVESTMENT IN MICHIGAN

Michigan is a top global destination for foreign direct investment with more than **1,460** foreign companies with a total of 5,346 locations across the state<sup>1</sup> totaling **\$11.3 billion in investments since 2015.**<sup>2</sup>

By matching established and diverse industries with foreign companies that have similar goals, Michigan is the premier gateway for businesses from around the world to expand.

## TOP 10 COUNTRIES INVESTING IN MICHIGAN (2015-2019)<sup>3</sup>



## TOP FIVE INVESTING INDUSTRIES (2015-2019)<sup>4</sup>

Automotive components	\$3.4 billion
Automotive OEM	\$2.5 billion
Coal, oil and gas	\$1.1 billion
Industrial equipment	\$648 million
Electronic components	\$428 million

SOURCES:

1 D&B Hoovers 2-4 fDiMarket.com

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# LEADING INDUSTRIES.

## ADVANCED MANUFACTURING



- Employment in Michigan's advanced manufacturing industries grew nearly **twice as fast as the rest of the nation on average** between 2015 and 2019.<sup>1</sup>
- Michigan ranks **No. 4 in the nation** and first in the Midwest for aerospace manufacturing attractiveness.<sup>2</sup>
- Nearly **45,000 workers were employed in advanced materials** industries in Michigan in 2019, making employment in these industries almost **130% more concentrated** in the state **than the national average**.<sup>3</sup>
- Michigan has over **28,000 industrial robots in use**, making up a 12 percent share of the U.S. total.<sup>4</sup>

## MOBILITY AND AUTOMOTIVE MANUFACTURING



- Ranked **first in "Automotive Manufacturing Strength"** in Business Facilities magazine's 2019 state rankings.<sup>5</sup>
- Home to nearly **one-fifth of U.S. auto production**, more than any state in the nation.<sup>6</sup>
- **No. 1 in automotive and mobility R&D, with 73% of total U.S. spend** taking place in Michigan.<sup>7</sup>
- Home to **18 of the world's largest OEMs** and **96 of the top 100 suppliers**.<sup>8,9</sup>
- Michigan ranks **6th in the nation for employment in industries related to electric vehicle battery manufacturing**, with 1,500 workers employed at various Michigan battery manufacturing and OEM locations.<sup>10</sup>

## ENGINEERING, DEVELOPMENT AND DESIGN



- Employment in **EDD industries** is almost **twice as concentrated** in Michigan as the national average, with over 115,000 employed in related industries in 2019.<sup>11</sup>
- Michigan businesses spent **\$18.8 billion on R&D in 2016, ranking 4th in the nation**.<sup>12</sup>
- Michigan is **6th in the nation for patent awards**. Michigan residents were awarded 6,460 utility patents in 2018.<sup>13</sup>
- **Detroit** is the United States' **only UNESCO City of Design**.
- Michigan has the highest concentration of commercial and industrial designers in the U.S. at **5 times the national average**.<sup>14</sup>

### SOURCE:

1. Emsi, 2019.4 (QCEW, Non-QCEW, and Self-Employed). 2. PricewaterhouseCoopers. (July 2019). 2019 Aerospace Manufacturing Attractiveness Rankings: Geographic assessment for aerospace manufacturing investments. 2019.pdf 3. Ibid 4. Muro, M. (August 14, 2017). "Where the robots are." Brookings Institution. 5. "Business Facilities' 15th Annual Rankings: State Rankings Report." (July 24, 2019). Business Facilities. 6. Center for Automotive Research. Governor's Dashboard: Michigan Automotive Industry Metrics, 2nd Quarter, 2019. 7. Center for Automotive Research. Technology Indicators, 2nd Quarter, 2019. 8. Detroit Regional Chamber. (March 21, 2019). Michigan is Automobility, 2019. 9. Ibid 10. Emsi, 2019.4 (QCEW, Non-QCEW, and Self-Employed). 11. Emsi, 2019.4 (QCEW, Non-QCEW, and Self-Employed) 12. National Science Foundation. (May 2019). Science and Engineering State Profiles. 13. U.S. Patent and Trademark Office (USPTO). Patent Counts by Origin and Type: Calendar year 2018. 14. Ibid.

# VISIT MICHIGANBUSINESS.ORG/INDUSTRIES

## MEDICAL DEVICES



- **Top 10** medical device manufacturing workforce with nearly 13,000 people<sup>1</sup>
- Michigan's University Research Corridor (URC) the **No. 1 cluster for undergraduate and advanced degrees in medicine and biological science**, and the only cluster of its peers to offer a doctorate in osteopathic (DO) program.<sup>2</sup>
- Michigan is home to **383** medical device firms.
- University of Michigan ranked **No. 1** in R&D expenditures and **No. 5** in U.S. News Best Hospital Rankings
- The **University of Michigan is the third largest institution** for National Institutes of Health (NIH) funded medical research with \$552 million in FY 2018.<sup>3</sup>

## TECHNOLOGY



- Ann Arbor ranked **No. 3** among the nation's top tech hubs according to Bloomberg's 2019 Brain Concentration Index.<sup>4</sup>
- **Top 10 state** for net tech employment, net tech jobs added and share of workers in tech industries.<sup>5</sup>
- Over 85,000 workers employed in industries in the technology cluster.<sup>6</sup>
- World's largest tech companies including **Amazon, Microsoft and Google** are investing in the region
- Michigan's Cyber Range is the **nation's largest** unclassified cyber range.

## PROFESSIONAL AND CORPORATE SERVICES



- 185,000 headquarters and professional services workers in Michigan.<sup>7</sup>
- Professional and corporate service talent in Michigan is **2/3 more affordable** than coastal markets.<sup>8</sup>
- Michigan outperformed the U.S. in headquarters employment growth, increasing **17%** between 2015 and 2019.<sup>9</sup>
- Michigan ranked **3rd** in the Midwest and **10th** in the nation for business competitiveness in Site Selection magazine's 2019 Prosperity Cup awards.<sup>10</sup>

### SOURCES:

**1.** Emsi, 2019.4 (QCEW, Non-QCEW, and Self-Employed) **2.** Anderson Economic Group. (August 14, 2019). Opening Doors to the Future: 2019 Benchmarking Report of Michigan's University Research Corridor. **3.** National Institutes of Health. Awards List 2018. **4.** Strauss, D. (November 19, 2019). "Boulder, San Jose, and...Ann Arbor? These are America's top 12 tech hubs, according to Bloomberg." Business Insider. **5.** CompTIA. (March 2019). Cyberstates 2019. **6.** Emsi, 2019.4 (QCEW, Non-QCEW, and Self-Employed). **7.** Emsi, 2019.4 (QCEW, Non-QCEW, and Self-Employed). **8.** Ibid. **9.** Emsi, 2019.4 (QCEW, Non-QCEW, and Self-Employed employees) **10.** Arend, M. (May 2019). 2019 Prosperity Cup. Site Selection.

# WORKFORCE EXPERTISE

## ABUNDANCE OF WORLD-CLASS TALENT

Employers find that Michigan has one of the most talented, diverse and abundant workforces in the U.S. and resources that ensure new talent is always being developed.

- Michigan **ranks first in the U.S. for concentration of employment in engineering-related occupations.** In 2018, the engineering workforce in the state totaled over 130,000<sup>1</sup>
- **250,000+** skilled trades workers ranking Michigan in the **top 10**<sup>2</sup>
- **2nd** in U.S. for growth of technology-related jobs since 2010<sup>3</sup>
- Michigan experienced its **third straight year of positive net migration** in 2018.<sup>4</sup>

## HOME FOR OPPORTUNITY

Governor Whitmer's goal to increase the number of Michiganders with a post-secondary credential to 60 percent by 2030 will help define Michigan as a preeminent home for opportunity. And through proposed programs like the MI Opportunity Scholarship — which provides qualifying high school seniors either two years of tuition-free postsecondary education at a community college or tuition assistance at a four-year institution — and the MI Reconnect program — a workforce development initiative that will create a tuition-free pathway for Michiganders to receive in-demand industry certificates or associate degrees — Michigan is already working to both anticipate and fill the skills gaps that exist in our talent pipeline.

### SOURCES:

1. Ibid 2. Emsi 3. 0191, QCEW, Non-QCEW, and Self-Employed 4. Cyberstates.org, 2019 Tech Industry Job Market & Salary Trends Analysis 5. U.S. Census Bureau, Population Estimates Program. (December 2018). "Estimates of the Components of Resident Population Change: April 2010 to July 1, 2018."



# LOCATION & LOGISTICS.

## GLOBALLY CONNECTED INFRASTRUCTURE

Michigan is one of the most globally connected regions in the nation. The state is within 500 miles (800 kilometers) of nearly half the U.S. and Canadian populations and commerce centers, providing unparalleled access to market while expediting transport and reducing costs. Michigan's expansive transportation infrastructure also includes convenient, multi-modal access to locations around the globe.

- **More than 25%** of \$700+ billion annual trade between the U.S. and Canada crosses the Ambassador Bridge, the most active border crossing in North America<sup>1,2</sup>
- **33** active deep-water commercial cargo ports<sup>3</sup>
- **18** commercial airports, including Detroit Metropolitan Wayne County Airport (DTW)<sup>4</sup> - the number one mega airport in North America, ranking highest in customer satisfaction<sup>5</sup>
- **26** freight railroads with 3,600 miles (5,793 km) of track across Michigan<sup>6</sup>



### SOURCES:

1. Ambassadorbridge.com, [ustr.gov/countries-regions/americas/canada](http://ustr.gov/countries-regions/americas/canada)
- 3-6. Michigan Department of Transportation

# PRO-BUSINESS ENVIRONMENT

## THE SMART CHOICE FOR BUSINESS

### Program Incentives

Through a wide variety of programs and resources, Michigan offers customized incentive packages for business attraction opportunities that create jobs and new investment, including:

- **Michigan Business Development Program:**  
Provides grants, loans and other economic assistance for highly competitive projects.
- **Jobs Ready Michigan:**  
Provides funding for talent recruitment and job training for companies relocating to or expanding in Michigan.
- **State Essential Services Assessment Exemption:**  
Exempts or reduces the assessment for projects that create jobs and/or private investment in Michigan.

### MEDC's Suite of Services

Through the Michigan Economic Development Corporation's suite of services, we're here to **help businesses build relationships** through the **Pure Michigan Business Connect program**, make introductions to the **entrepreneurial ecosystem** and expand into **global markets**.

### Michigan Tax Information

Michigan is continually finding ways to reduce and/or maintain low taxes to be a top choice for business opportunity. Michigan's business climate is ranked among the **top 10 in the nation**.<sup>1</sup> Since 2014, global and U.S. companies have invested more than **\$22.7 billion** in capital projects across Michigan.<sup>2</sup>

- **6%** Corporate Income Tax
- **4.25%** Personal (flat) Income Tax
- **6%** Sales Tax (+ no local sales tax)

#### SOURCES:

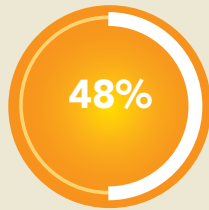
1. Site Selection magazine's Prosperity Cup rankings 2. FDI Markets, 2019

# LIVING IN MICHIGAN

## A LIFESTYLE THAT OFFERS QUALITY AND AFFORDABILITY

Michigan's cost of living is **10 percent** below the national average and ranks as the **fourth most affordable** state in the country.

CALIFORNIA IS



WASHINGTON, D.C. IS



NEW YORK IS



ILLINOIS IS



**more expensive than living in Michigan.<sup>1</sup>**

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**Not only is Michigan one of the most affordable states in the country, but our Pure Michigan way of life just can't be beat.**

- **Grand Rapids recognized as the 2nd best place to live** in the United States<sup>2</sup>
- Michigan is **surrounded by four of the five Great Lakes**, boasting more freshwater coastline than California.
- **Detroit's entertainment scene is unmatched** with year-round festivals and **four major pro sports teams**.
- Michigan is home to more than **100 wineries** and is known as a **top 10 craft beer state** in the U.S.
- Michigan offers **award-winning communities, beaches, forests, parks and the most public golf courses in the country**.



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